

Examining Television Advertisements

Each student should select and record a 30-minute time frame of television to observe. The student needs to answer the questions below for each advertisement that appears during the 30-minute time frame. The student will probably need to watch each commercial several times in order to obtain the answers to the questions.

1. What is the exact length and frequency of each advertisement?
2. What do you believe the estimated cost of each advertisement is based on the local market?
3. What is the specific target market?
4. What are the sales points of the advertisement, including product features, benefits, etc.?
5. Was the advertisement consistent with the brand's position?
6. What attention-getting strategy did the advertisement use?